

Directive 161.1
3/8/85

SUBMITTING MANUSCRIPTS FOR PUBLICATION

I. This Directive:
PURPOSE

A. Sets forth responsibilities of the Agricultural Marketing Service (AMS) publications program.

B. Describes procedures for submitting manuscripts for publication by the U.S. Department of Agriculture (USDA).

II. REPLACEMENT This Directive replaces AMS Instruction 161-1, Rev. 1, Submitting
HIGHLIGHTS Manuscripts for Publication, dated 5-16-83.

III. A. Preparation. The manuscript shall:
GENERAL

1. Be written clearly and concisely.
2. Be as brief as possible and still accurately convey all essential information to the intended audience.
3. Contain language as simple as is consistent with the degree of precision required for the audience.
4. Only contain illustrations that can be conveyed more effectively than the same space devoted to text or tables.

B. Numbering. Periodical publications shall bear their own serial number or volume number. All other publications shall be placed in the USDA or AMS series. The Attachment to this Directive describes the USDA and AMS publication series.

C. Method of Reproduction. Regardless of method of reproduction, USDA series publications will be printed at or through the Government Printing Office (GPO). The method of Department of Agriculture Agricultural Marketing reproduction will be chosen on the basis of adherence to deadline, capacity to render an adequate reproduction of materials, permanence of the publication, economy, length of manuscript, number of copies to be published, and appearance.

161.1

3/8/85

IV. A. The Information (INF) Staff shall:
RESPONSI-
BILITIES

1. Obtain clearance in AMS for information prepared by other agencies (except the Office of the Secretary).
2. Approve Form AMS-85, Request for Clearance of Manuscript for Publication. This applies to revisions, publications, and reprints of or from existing publications.
3. Obtain necessary administrative approval outside originating Division for publication of the manuscript.
4. Approve request for suggested art work.
5. Work with the Office of Governmental and Public

Affairs' Design and Distribution Center and the originating Division to determine acceptable layout and format of the publication, the most economical and efficient methods of reproduction, the total number of copies to be printed, the method of distribution, and deadlines to be met.

6. Obtain from the OGPA necessary policy review, clearances, and approvals.

7. Return the manuscript to the originating Division with a statement authorizing the preparation of final copy stating the number of copies to be printed, and the pattern of distribution.

8. Determine that the final manuscript and camera copy, including art work and photographs, meet acceptable quality standards for submission to OGPA for processing.

9. Work with the Information Management Branch, Administrative Services Division (ASD), APHIS, in the preparation and submission of material for printing.

B. Exceptions. The INF Staff is not responsible for:

1. Material to be reproduced for administrative use.
2. Published official grade standards.
3. Forms or questionnaires.
4. Employee training manuals.
5. Editing or revising manuscripts.

6. Contracting out for editorial or photographic assistance, as needed.

NOTE: The Director, INF Staff, may give written exemption of certain periodic statistical reports that follow a standard format. These reports shall not contain forecasts, analyses, statements bearing on policy of AMS or USDA, or information outside the essential scope of the report. Exemptions will be granted only to assure adherence to deadline.

Page 2

C. The originating Division shall:

1. Obtain conceptual approval for publications from the Agency Publications Committee before initiating manuscript preparation and clearance.

2. Consult with the INF Staff before and during the preparation of the manuscript.

3. Prepare memorandum containing justification for publication. Cite the relationship of the publication to AMS policy, programs, or specific law.

4. AssLine full responsibility for writing and editing, accuracy of the subject matter and its interpretations, and correctness of statistical methodology employed.

5. Secure necessary editorial and photographic assistance through contract services.

6. Obtain editorial review and approval of the manuscript from appropriate subject matter specialists in AMS and other USDA agencies (except the Office of the Secretary).

7. Forward the manuscript and paperwork listed in VI A for clearance and forwarding for reproduction.

8. Work with OGPA through the INF Staff to determine acceptable layout and format of the publication, the most economical and efficient methods of reproduction, the method of distribution, the total number of copies to be printed, and deadlines to be met.

9. Prevent release of information contained in the manuscript before approval and release through USDA channels.

V.
PREPARATION
OF MANUSCRIPT
FOR CLEARANCE

A. Guidelines for Preparation.

1. Type manuscript on white paper, double spaced, with wide margins and as few penciled-in changes as possible.

2. Word processing equipment should be used to facilitate later changes and retyping.

3. When preparing statistical publications, submit narrative portions in double-spaced format.

4. Use the latest edition of the GPO Style Manual including the word-division supplement.

B. Requirements for Special Arrangements.

Page 3

1. The INF Staff will not accept completed camera copy for clearance unless special arrangements have been made in advance.

2. If a report contains tabular material that cannot efficiently be retyped, such as computer produced tables, the originating Division shall consult with the INF Staff and OGPA concerning the proper presentation of the material.

VI.
SUBMISSION

A. Copies of Manuscript and Paperwork. The originating Division shall submit to the INF Staff for clearance:

OF MANUSCRIPT
FOR CLEARANCE

1. Original and 1 copy of the manuscript or photocopy of the camera copy.
2. Original of Form AMS-85, Request for Clearance of Manuscript for Publication.
3. Original and 3 copies of Form AD-159, Request for Manuscript Review, for forwarding to OGPA's Editorial Staff.
4. Original and 6 copies of Form AD-652, Request for Visual Services, if graphic and design services are needed.

B. Copies for Distribution. If a publication is within any of the established USDA publication series (such as a Marketing Research Report, Technical Bulletin, Farmers Bulletin, Marketing Bulletin, etc.), the INF Staff will recommend, on a request form, the number of copies for distribution.

VII. A. Manuscript. If the material is to be typeset for offset PREPARATION OF printing, the originating Division shall prepare the final copy of FINAL COPY the manuscript in accepted GPO style. The Information Management Branch, ASD, APHIS; or OGPA shall write on the manuscript the specifications for the printer, such as the column width and style, and size of the type face, using the following as guides:

1. GPO Style Manual (section on advice to editors on marking copy).
2. GPO Letterpress and Offset Printing Standards.
3. GPO Specimens of Type Faces.
4. Visual Management Manual, Volumn 1, Graphic Design.

Page 4

B. Camera Copy.

1. In general, Divisions should procure typing for camera copy for offset printing reproduction from an authorized camera copy preparation unit. The INF Staff, however,, will authorize exceptions to this rule if the originating Division can show, in advance, that the preparation of the final camera copy by the Division is necessary to ensure meeting a scheduled deadline or to cut cost. The INF Staff, in cooperation with Information Management Branch, ASD, APHIS, will arrange to procure such work from an authorized camera copy unit.

2. If a Division isoauthorized to type the camera or reproduction copy, the Division shall:

- a. Use one of the grids for Formats I through VIII, included in the Visual Management Manual, Volume I, Graphic Design,

to type camera copy for administrative, scientific, technical, popular, and special program publications.

b. Use the following guides:

(1) The latest edition of the GPO Style Manual and the word-division supplement.

(2) Preparing Statistical Tables, AH-433.

(3) Visual Management Manual, Volume I, Graphic Design.

c. Submit completed camera copy to the INF Staff at least 5 working days before the scheduled deadline for printing.

VIII.
SUBMISSION
OF
MATERIAL
FOR
PRINTING
OR
PRINTING

A. The originating Division shall submit the following to the INF Staff:

1. Manuscript (original and 1 copy) for material to be typesetlat or through GPO for any type of reproduction process.

2. Camera copy (when the INF Staff has authorized the preparation in the originating Division).

3. Form AD-270, Request for Reproductive Service (original and 4 copies).

4. Form AMS-85 original, if not already submitted.

Page 5

B. The INF Staff, in cooperation with Information Management Branch, ASD, APHIS, will obtain camera copy preparation, printing, reproduction and distribution services through the most economical and expeditious source available. The following forms will be used to accompany the material for printing and other reproductive services:

1. For camera copy preparation, printing and other forms of reproduction, the originating Division will submit Form AD-270 as authority for Information Management Branch, ASD, APHIS, to prepare:

a. Form AD-78, Request for Printing and Binding (original and 4 copies), to obtain camera copy preparation, printing, reproduction, and mailing services for the finished publication at or through GPO.

b. Form AD-155, Order for Printed Publications Distribution (original and 5 copies).

c. Form AD-156, Order for Bulk Distribution of Publications (original and 9 copies). The originating Division shall type Form AD-156 along with the accompanying mailing labels with full street addresses. Post Office boxes must be avoided.

d. Form SF-11, Binding Requisition (original and 6 copies), to obtain camera copy preparation, printing, reproduction and mailing services through the USDA Service Office, GPO.

e. Form 00-60, Request for Offset Composition Services (original and 4 copies), to obtain camera copy preparation from the Office of Operations.

2. For printing reproduction of camera copy prepared by the originating Division, Information Management Branch, ASD, APHIS, will use Form AD-270:

a. To obtain reproduction and mailing through the Office of Operations.

b. For authority to prepare the necessary forms to obtain printing reproduction and mailing services at or through GPO.

John T. Reeves
Deputy Administrator, Management

Attachment

Page 6

Attachment 1
AMS Directive 161-1
3/8/85

Descriptions of USDA and AMS Publication Series

I. GENERAL

USDA and AMS publication series used to disseminate information are described below. The purpose, audience, content, presentation, format, and distribution of each publication is given. Authors shall be familiar with these descriptions so that material may be presented most effectively to the intended audience.

II. CONGRESSIONAL DISTRIBUTION

Farmers' Bulletins, leaflets, and Home and Garden Bulletins are made available for Congressional distribution. In addition, Office of Governmental and Public Affairs (OGPA) may select individual publications in some of the other series for distribution by Members of Congress.

If a publication is made available for Congressional distribution, the originating Division shall pay for the original edition and any revised edition that virtually constitutes a new publication. The originating Division shall also pay for copies of reprints or revisions, if large numbers are to be used in the agency's program, and for all editions of Program Aids.

III. USDA SERIES

Listed alphabetically below are the USDA's publication series in which most nonperiodic publications are placed. Publications in USDA series cannot be printed in the USDA plant.

Agriculture Fact Sheets

Purpose. To give specific how-to-do information on a variety of subjects' related to farming, gardening, and food buying.

Audience. Primarily part-time farmers, home gardeners, and the general public.

Content. Agricultural and gardening subjects that can be simply explained for practical application by the intended audiences. These fact sheets emphasize directions and recommendations.

Presentation. Concise, brief, nontechnical and easily readable.

Format. No more than 4 pages, 8-1/2" by 11 1/4", with 3-hole punch for notebook storage.

Distribution. Some are free through Members of Congress; selected publications are designated for sale by the Superintendent of Documents, GPO.

Agriculture Handbooks

Purpose. To publish manuals of information, on agriculture and home economics needed by professional or technical people in these subjects.

Audience. Primarily professional or technical people in agriculture and related fields.

Content. Reference or working-tool information, including guides, specifications, glossaries of terms, and lists of plants and animals.

Presentation. Flexible.

Format. Flexible.

Distribution. Some are free to selected groups of professional or technical people and key libraries; selected publications are designated for sale by the Superintendent of Documents, GPO.

Agriculture Information Bulletins

Purpose. To publish information of a more specialized nature than that included in the Farmers' Bulletin, Home and Garden Bulletin, or Leaflet series.

Audience. General public with specific interest in subject matter; professional groups.

Content. Information of a more specialized or more complete

nature or information issued for a more specific audience or purpose than that included in the Farmers' Bulletin, Home and Garden Bulletin or Leaflet series.
Presentation. Popular, nontechnical.

Format. Flexible.

Distribution. Some are free to selected groups of professional and technical people, educators and libraries; selected publications are designated for sale by the Superintendent of Documents, GPO.

Bibliographies and Literature of Agriculture

Purpose. To provide a focal point for bibliographic information compiled by USDA subject specialists, librarians, and other personnel.

Audience. Scientists, specialists, students, and librarians.

Content. Bibliographic data on the title, author, subject matter, location, etc., of agriculture related printed materials. Also, surveys of literature in a particular subject area.

Page 2

Attachment
AMS Directive 161-1
3/8/85

Presentation. Mainly literature listings in accordance with accepted bibliographic form and guidelines.

Format. Flexible.

Distribution. Limited distribution to professional people, libraries, and on a selected basis, to other interested individuals and organizations.

Farmers' Bulletins

Purpose. To give farmers, ranchers, and others useful information on agriculture, presented so that they can easily read, understand, and apply the information.

Audience. Primarily farmers and ranchers.

Content. Agricultural subjects of interest properly within the range of USDA activities. These bulletins will emphasize the practical application of agricultural information, stressing directions, and recommendations.

Presentation. Concise, nontechnical, popular in style, and readable. Illustrations should interpret the subject and, if possible, shorten the text.

Format. These bulletins usually follow Format II (Visual Management, Tanu-al), size 5-3/8" by 8-1/2", preferably not more than 16 pages.

Distribution. Some are free through Members of Congress;

selected publications are designated for sale by the Superintendent of Documents, GPO.

Home and Garden Bulletins

Purpose. To give the public useful information on agriculture, homemaking and nutrition, presented in an effective, easy to read and understandable manner.

Audience. Primarily farm and home gardeners, suburbanites, and rural and urban homemakers.

Content. Home and garden subjects of interest properly within the range of USDA activities, including such subjects as home building; growing vegetables, flowers, and fruit for home use; and controlling insect pests in the home and garden. These bulletins will emphasize the practical application of such subject matter, stressing directions and recommendations.

Presentation. Concise, nontechnical, popular in style and readable. Illustrations should interpret the subject and, if possible, shorten the text.

Page 3

Format. Flexible, preferably not more than 16 pages.

Distribution. Similar to Farmers' Bulletins.

Leaflets

Purpose. To present information suitable for Farmers' Bulletins or Home and Garden Bulletins that is capable of being presented in 1 to 8 pages.

Audience. Similar to Farmers' Bulletins or Home and Garden Bulletins.

Content. Same as Farmers, Bulletins or Home and Garden Bulletins, but adaptable to an especially brief presentation.

Presentation. Concise, nontechnical, popular in style and easily readable. Illustrations should interpret the subject and, if possible, shorten the text.

Format. Flexible, but preferably single sheets or folders. If pages are stitched or glued together, length may not exceed 8 pages.

Distribution. Similar to Farmers' Bulletins.

Marketing Bulletins

Purpose. To give the public useful information on agricultural marketing.

Audience. Primarily persons and concerns or groups involved in marketing, i.e., buying and selling, transporting, and processing farm products.

Content. Subjects of importance relating to agricultural marketing properly within the range of USDA activities, and including buying, selling, transporting, storing, processing, packaging, wholesaling and retailing farm products. Aimed at disseminating important marketing information to the general public and at increasing the efficiency of agricultural marketing practices.

Presentation. Brief, clear, easily readable and attractive for intended audience. Should be as nontechnical as subject matter permits. Illustrations should interpret the subject and, if possible, shorten the text.

Format. Flexible, preferably not more than 32 pages. Distribution. Some items free through Members of Congress. Some are free to select groups, such as professional and technical people, key people in the marketing field, libraries, etc., with emphasis on reprinting by groups and concerns of bulk supplies desired; selected publications are designated for sale by the Superintendent of Documents, GPO.

Page 4

Marketing Research Reports

Purpose. To make available semitechnical or semipopular information resulting from marketing research.

Audience. Professional and technical people in agriculture and related fields, especially those concerned with transporting, processing, and marketing farm products.

Content. Reports of marketing research, including reports on less complete research projects than are reported in the Technical Bulletin series.

Presentation. Popular or semitechnical with emphasis on the application of the information in the marketing of farm products.

Format. Flexible.

Distribution. Limited free distribution to professional and technical people, trade and commodity interests, specialized operators and growers, key libraries, etc. Selected publications are designated for sale by the Superintendent of Documents, GPO. AMS selects those to be sold through the Commerce Department's National Technical Information Service. OPGA selects publications to be offered for sale through the Visitor's Information Center, Administration Building.

Miscellaneous Publications

Purpose. To publish essential information, including special reports, not adapted to inclusion in any other USDA series.

Audience. Various, depending on the specific publication.

Content. May include special reports, directories, catalogs, reference lists, and other materials that do not readily fit into one of the other series.

Presentation. Variable.

Format. Flexible.

Distribution. Planned to suit the specific publication and including, whenever possible, sale by the Superintendent of Documents, GPO.

Program Aids

Purpose. To publish information as needed on current programs of USDA in order to further the purposes of these programs.

Audience. Individuals affected by the programs.

Content. Information on programs of individual agencies or several agencies, or programs of a Department-wide nature.

Page 5

Presentation. Concise, popular and easily readable.

Format. Flexible.

Distribution. Some free to those concerned and whenever possible, on sale by the Superintendent of Documents, GPO.

Statistical Bulletins

Purpose. To publish needed statistics on agriculture obtained and compiled as part of USDA's activities.

Audience. Professional and technical people and groups in agriculture, business', industry, and education.

Content. Statistics on such subjects as production, movement from the farm, receipts at principal markets, reshipments, farm and market prices, exports and imports, production in foreign countries, and foreign market prices.

Presentation. Largely tabular.

Format, Flexible, but usually 8-3/8" by 10-7/8".

Distribution. Limited free distribution to professional and technical people and libraries; selected publications are designated for sale by the Superintendent of Documents, GPO.

Technical Bulletins

Purpose. To publish substantial original contributions to scientific or technical knowledge so that this knowledge may be available for adaptation, demonstration and use in the laboratory, on the farm or in the factory.

Audience. Primarily scientists, specialists and advanced students.

Content. Usually the full, final report of a research project or of a major segment of a large research project; material of highest scientific authority.

Presentation. Scientific report style.

Format. Flexible.

Distribution. Limited free distribution to scientists and specialists in the field key libraries, etc.; offered for sale by the Superintendent of Documents, GPO.

Technical Notes

Purpose. To make available technical information on analytical methods and research findings related to those methods.

Page 6

Audience. Technical people in agricultural experiment stations, universities and the scientific community who use or develop analytical methods and procedures.

Content. Official testing and inspection procedures and studies that relate to development or improvement of analytical methods.

Presentation. Technical.

Format. 8-3/8" by 10-7/8", or 8-1/2" by 11", 3-hole punched for notebook storage, if desired.

Distribution. Limited free distribution to technical people and trade and commodity interests.

Yearbook of Agriculture

Purpose. To make available, on the basis of need and interest, an authoritative and comprehensive treatment of research development on an important agricultural subject of value to the public.

Audience. Farmers, consumers, agricultural students, and instructors, workers in agriculture and others.

Content. Comprehensive information on a particular agricultural subject from research specialists in USDA, land grant colleges and other cooperators.

Presentation. Popular, with a minimum of technical material,

to facilitate use by farmers.

Format. Book.

Distribution.. To Members of Congress as specifically required by law.

IV. AMS SERIES

Nonperiodic publications that do not fit in the USDA series will be published in the AMS series described below.

Purpose. To provide a numbering system for nonperiodic publications of AMS (other than purely administrative issuances) that would not otherwise be numbered in any series. This is an aid in distribution; filing; requests from the public; and for reference libraries, correspondence, or other publications.

Audience. Anyone interested in the subject matter. The audience varies for each publication and may include persons producing, marketing or consuming farm products; and communications media and professional people interested in agriculture and marketing.

Page 7

Content. Material not eligible for any of the various USDA series (other than numbered or coded periodic reports and purely administrative issuances). For example, this series might include nonadministrative agency guides and handbooks that lack sufficient general interest to be included in the Agriculture Handbook series- r6ference list; and any nonperiodic publications printed in the USDA plant. Publications in the various USDA series are all printed at or through the Government Printing Office because of key distribution by the Superintendent of Documents. The AMS series may be at or through the Government Printing Office or in the USDA plant, depending on factors of economy or adherence to deadlines.

Presentation. Variable; generally fact sheets.

Format. Flexible, usually 8-1/2" by 11".

Distribution. Some free. Planned to suit the publication and subject matter.

V. OTHER AMS SERIES

Some Market News reports and other publications issued periodically are placed in their own series as follows:

FMOS - Federal Milk Order Statistics.

TOB - Tobacco Stocks Reports and Annual Tobacco Market Reviews.

Page 8

Distribution: G07

Originating Office: Public Affairs Staff
